

Message Text

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43

ACTION EUR-06

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FM AMCONSUL IZMIR

TO SECSTATE WASHDC 1263

USDOC

INFO AMCONSUL ADANA

AMEMBASSY ANKARA

AMCONSUL ISTANBUL

AMCONSUL THESSALONIKI

UNCLAS IZMIR 289

THESSALONIKI FOR SLIWICKI

E.O. 11652: N/A

TAGS: EXP, TU

SUBJECT: IZMIR FAIR: END OF SHOW REPORT

1. NAME: IZMIR INTERNATIONAL FAIR - AMERICAN PAVILION.
2. PLACE AND DATES OF EXHIBITION: IZMIR, TURKEY - AUGUST 20 SEPT. 20, 1974
3. NUMBER OF U.S. EXHIBITORS SEEKING AGENTS: NONE
4. FLOOR SALES (F.O.B. U.S. PORT VALUE) INCLUDING EXHIBIT ITEMS TO BE KEPT BY AGENT/DISTRIBUTOR: \$350,000.

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A) TWELVE-MONTH SALES PROJECTION ESTIMATE: \$2 MILLION, INCLUDING \$1.4 MILLION SPECIAL FAIR QUOTA ALLOCATION EXPECTED TO BE UTILIZED.

5. VISITORS NOT REGISTERED:

A) TOTAL VISITORS TO FAIR ESTIMATED BY FAIR OFFICIALS: 3,838,366. TOTAL NUMBERS VISITORS TO AMERICAN PAVILION EST. 336,000.

C) NUMBER OF BUSINESS VISITORS TO AMERICAN PAVILION: NO ESTIMATE AVAILABLE: BUSINESSMEN INDISTINGUISHABLE FROM GENERAL PUBLIC, UNLESS INTEREST CARDS FILLED OUT.

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D) NUMBER OF INDUSTRIAL OR END-USER VISITORS TO

AMERICAN PAVILION, ESTIMATED: 1920.

E) NUMBER OF BUSINESS INTEREST CARDS FILLED OUT: 2400.

6. GLOBE TRADING COMPANY'S HAND-HELD WATER WELL DRILL, HYDRA-DRILL 200-P, ATTRACTED GREAT DEAL OF ATTENTION AND \$20,000 IN ANTICIPATED SALES. INTERDATA'S MINICOMPUTER WAS UNEXPECTEDLY BOUGHT OFF THE FLOOR BY GOT FOR \$20,000. \$40,000 OF UNION CARBIDE WELDING EQUIPMENT WAS SOLD, AND ANOTHER \$90,000 WORTH COULD HAVE BEEN SOLD IF UNION CARBIDE HAD BEEN ABLE TO MEET

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THE ORDER. WORCESTER VALVE COMPANY'S PRODUCTS ATTRACTED SUCH INTEREST THAT UP TO \$100,000 OF FUTURE SALES ARE ANTICIPATED. \$15,000 WORTH OF ENCYCLOPEDIA BRITANICA AND SOME SPECIALIZED MCGRAW-HILL DICTIONARIES AND ENCYCLOPEDIAS WERE SOLD, TO PLEASANT SURPRISE OF THE TURKISH DISTRIBUTOR.

7. THIRTY-FIVE DISTRIBUTORS/AGENTS PARTICIPATED IN AMERICAN PAVILION. THERE WERE NO AMERICAN INVESTED FIRMS IN TURKEY EXHIBITING. THE TURKISH DISTRIBUTORS REPRESENTED EIGHTY-SEVEN U.S. MANUFACTURERS OR EXPORTERS AND EXHIBITED PRODUCTS OF NINETY U.S. MANUFACTURERS, OF WHICH EIGHT WERE NEW TO MARKET. TWENTY-NINE EXHIBITORS ACHIEVED PRIMARY MARKETING OBJECTIVES; FOUR ONLY PARTIALLY (U.S. SUPPLIERS UNABLE TO MEET ORDERS GENERATED BY EXHIBITORS) AND TWO FAILED (U.S. SUPPLIERS DID NOT SEND EXHIBITION ITEMS IN TIME AND TURKISH AGENTS LOST IMPORT QUOTA ALLOCATION AS A RESULT). ALL EXHIBITORS PARTICIPATED IN AMERICAN PAVILION FOR FOLLOWING REASONS:

- A) TO OBTAIN ADDITIONAL IMPORT QUOTAS,
- B) FOR GENERAL SALES PROMOTION,

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C) AND ONLY TO A LIMITED EXTENT IN ANTICIPATION OF IMMEDIATE SALES.

8. TOTAL IZMIR FAIR SPECIAL QUOTA GIVEN BY GOT TO UNCLASSIFIED

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AMERICAN PAVILION \$1,692,440. TOTAL TECHNOLOGICAL QUOTA IS \$436-642. WE ANTICIPATE \$1,400,000 WILL BE USED.

9. THERE WERE FIVE U.S. REGIONAL REPRESENTATIVES FROM OUTSIDE TURKEY, PRIMARILY FROM BEIRUT AND WESTERN EUROPE, WHO VISITED THE AMERICAN PAVILION FOR A FEW DAYS.

10. VISITORS COMMENTS GENERALLY FAVORABLE. IZMIR MAYOR REPORTEDLY SAID THAT EXTENSIVE IMPROVEMENTS AT

PAVILION MADE IT SEEN NEW. BUSINESSMEN PLEASED AT PROFESSIONAL LAYOUT OF THIS YEAR'S EXHIBITION. PROFESSIONAL, EXPERIENCED ADVICE AND DIRECTION OF USDOC EXHIBIT DIRECTOR DN SLIWICKI CONTRIBUTED TO DIFFERENCE BETWEEN LAST YEAR'S MINIMALLY ACCEPTABLE SHOW AND THIS YEAR'S MORE POLISHED DISPLAY. THIS YEAR'S EXHIBITORS SUFFICIENTLY IMPRESSED WITH PAVILION TO THE EXTENT THAT THEY HAVE DECIDED TO RENT IT FOR ENTIRE YEAR AT OWN EXPENSE IN ORDER TO PRESERVE DISPLAY AREA

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FOR NEXT YEAR'S EXHIBIT, RATHER THAN REMOVE ALL INTERIOR CONSTRUCTION AND REBUILD NEXT YEAR.
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